

Request for Proposal for Greyfields Development Pilot Program

This Request for Proposal (RFP) initiates a Greyfields Development Pilot Program that was developed by the state's Greyfields Task Force in conjunction with the Department of Community Affairs' Office of Smart Growth. ***As a Pilot Program, it will be managed and administered as flexibly as possible. All financial, reporting, legal and related requirements will be strictly adhered to.***

The Pilot Program itself will be evaluated to determine whether changes are needed based upon the results likely to be achieved and whether the Program or a revised program warrants advancement in subsequent years.

Introduction

The Greyfields Task Force and the Office of Smart Growth are seeking to encourage the development and/or redevelopment of economically underutilized sites that have the potential to transform the site and adjacent area into a more economically viable, mixed-use, walkable, aesthetically pleasing place consistent with smart growth planning principles.

Underutilized or abandoned sites--which are termed Greyfields, as defined below--can offer significant opportunities to meet community goals because they are often close to existing infrastructure, including roads, sidewalks, public transit, schools and other community facilities, retail, well-established neighborhoods and the like. Redevelopment of existing built-up areas can also help to save green space, reverse deterioration evident in the immediately surrounding area, increase mass transit opportunities, increase the tax base and local revenue, provide jobs, increase community participation in decision-making and generally stabilize a neighborhood and the community at large. Existing under-performing uses can be overlooked in the overall planning process in favor of "greenfield" sites that appear to be easier to plan "from scratch."

Greyfields Definition

Greyfields are appropriately sized, previously developed, economically underutilized properties with mixed-use development potential located in an urban area, on a highway corridor or in an inner-ring suburb.

Purpose

The purpose of this Request for Proposal (RFP) and the grant funds, criteria and work tasks described herein is:

- * To encourage local initiatives that focus on redeveloping under-performing land uses consistent with smart growth planning principles and, similarly, to learn from and educate other local governments and interested parties about various appropriate approaches to develop Greyfields sites, and
- * To be a catalyst to promote the development of Greyfield properties by way of subsequent implementation actions that may be advanced through combinations of governmental and private sector actions. In this regard, ***the Office of Smart Growth will assist in the advancement of projects toward implementation through combinations of resources and actions including:***

- a) designating the Final Plan, noted below, as a *Greyfield Priority Project Plan* and
- b) bringing together and chairing an appropriate state agency team to determine the level of expedited state actions needed to advance the *Greyfield Priority Project Plan*.

Outcome and Product

The Office of Smart Growth is seeking proposals that will result in a **feasible Greyfields development concept plan (i.e. Final Plan)**--prepared with continuous involvement of the public and local officials—that includes the steps necessary to advance the Final Plan to implementation as called for in the Scope of Work.

Eligibility

Eligible applicants are:

- a) municipalities or joint requests from two or more municipalities,
- b) counties with a letter of support from each municipality where potential Greyfields properties are located,
- c) non-profit agencies with a letter of support from each municipality where Greyfields properties are located, and
- d) public regional planning agencies with a letter of support from each municipality where potential Greyfields properties are located.

Funding

Grant funds are available **up to \$50,000** for each proposal. Funds can be used for planning, feasibility analysis, concept designs and related activities. Funds **cannot** be used for preliminary engineering or final engineering, site preparation, land acquisition, construction or related activities.

Criteria

Determinations concerning awards and the amount of the award to be granted will be based on the **evaluation criteria** listed below, including the following:

In order to encourage redevelopment in smart growth areas consistent with the State Plan, highest priority will be given to proposals for properties that are part of a plan endorsed by the State Planning Commission or within a designated center. Second priority will be given to proposals that are part of a plan included in an initial petition for plan endorsement that has been submitted to the State Planning Commission or which a pre-petition meeting has been held. Third priority will be given to proposals for properties located in Planning Areas 1 and 2, as designated within the State Plan.

Administration and Technical Criteria

- Consistency with the Greyfields definition,
- Consistency with smart growth planning principles, the State Plan and any plan endorsed by the State Planning Commission or any center designation approved by the State Planning Commission,
- Local official support for the proposal,
- Comprehensiveness of the community participation program,
- Level of detail of the technical and feasibility analysis to be undertaken,

- Amount of funding provided by the applicant to augment the grant request, and
- Anticipated design specificity of Final Plan.

Outcomes

- Practical ability and willingness to create a mixed-use, pedestrian-oriented project on the site in question and/or as a component of the development or proposed development of the surrounding area in the vicinity of the site. Transportation options should include mass transit opportunities such as ‘park and ride’, pedestrian and bicycle accessibility and utilize a context sensitive design approach.
- Compelling nature of the proposal and its likely “transforming impact” on the site and adjacent area consistent with smart growth planning principles, and
- ***Likelihood of advancing the Final Plan to implementation.***

RFP Requirements

Responses to this RFP require a cover letter on the eligible entity’s letterhead addressed to the Office of Smart Growth together with a proposal for use of up to \$50,000 in grant funds consistent with the previously described purpose and outcome and the tasks and related requirements described below. Submission requirements, as well as contact information and the due date, are also provided below.

Scope of Work (including projected budget, timeline and in-house versus consultant work efforts to be identified with each task).

It is anticipated that the response to this RFP will be based upon currently available information that does not require extensive data collection.

Work Tasks

- 1. Identify One or More Potential Greyfields Sites:** Include
 - a) selection criteria chosen to determine extent of underutilization, including how long the property was a Greyfield
 - b) relationship of the site and the proposed redevelopment to the State Plan
 - c) acreage and name of site(if applicable)
 - d) building square footage
 - e) block and lot number
 - f) current and prior uses
 - g) current jobs on site
 - h) zoning and master plan designation
 - i) ownership
 - j) site conditions (structures and land)
 - k) current taxes paid/owed
 - l) previous redevelopment efforts
 - m) relationship of the site to the master planning surrounding the site and
 - n) other related issues.

Suggested budget amount: up to 10%.

- 2. Implement a Community-wide Outreach Program:** Identify people and agencies impacted by, or who could impact, the redevelopment of the identified Greyfields site(s) and implement a comprehensive outreach program that results in the full, active and continuous participation of the identified stakeholders or interested parties in all phases of the work effort. Ensure that all work in progress is discussed with the participants and they are provided sufficient opportunity to comment prior to finalizing the work. Identify areas of agreement and disagreement.

Suggested budget amount: up to 20%.

- 3. Prepare a Needs and Impact Assessment:** For one or more sites include an assessment of a) the extent of the need to improve the site and adjacent area (deterioration of properties, loss of ratables and jobs etc.) and b) the likely neighborhood and community-wide impact anticipated by improving the site. *Suggested budget amount: up to 10%.*

4. Undertake Due Diligence Activities to Identify Opportunities and Constraints:

a) For one or more sites identify redevelopment opportunities based upon

- i) site location, size, characteristics and availability of competing sites
- ii) infrastructure availability, capacity and quality
- iii) connectivity and proximity to community resources, jobs, housing and open space, including mass transit service--existing service and potential(new routes, park and ride, etc)
- iv) disposable income and characteristics of area population
- v) potential private sector interest
- vi) previous planning and related work
- vii) committed projects impacting the site and
- viii) public funding, programs, assistance and regulations that would aid redevelopment

b) For one or more sites identify redevelopment constraints that would have to be overcome including constraints that are physical, environmental, financial and/or market-driven, social, time-related and regulatory and the steps needed to overcome those constraints.

Suggested budget amount: up to 15%

- 5. Prepare a Concept Plan(s):** Identify proposed uses, densities, circulation system, open space and related uses.

Suggested budget amount: up to 10%.

- 6. Prepare Final Draft Plan(s) and a Final Plan(s):** Based upon reaction to and additional analysis of the Concept Plan(s), adjust and refine the plan and prepare successive revisions that are incorporated into the Final Draft Plan and the Final Plan. The **Final Plan(s)** and accompanying narrative must describe the steps necessary to advance the Plan to implementation (i.e. development and/or redevelopment of the site consistent with the Final Plan), including local, county, state and other agency reviews, approvals and related actions.

Suggested budget amount: up to 35%.

Completion Dates (from Letter to Proceed)

- Tasks 1 and 2—month three

- Task 3—month four
- Task 4—month five
- Task 5—month seven
- Task 6--Final Draft Plan--month eight
- Task 6--Final Plan--month twelve

Additional Requirements

- Identification of a **in-house Project Manager** who will oversee the day-to-day grant activities, together with his/her qualifications and contact information
- Identification of **person preparing** the response to the RFP
- Description of the **readiness to proceed** including any previous greyfield-related efforts
- Describe previous **experience in grants management**
- List any **other funds to be used or sought** for this proposal
- **Progress Reports** submitted to the Office of Smart Growth after three, six, nine and twelve months after the Letter to Proceed, **including expenditures to date**, in addition to a Final Draft Plan and Final Plan, as noted. Progress Reports should include minutes or highlights of key meetings, including public meetings, follow-up actions taken and remaining issues.
- **Periodic status meetings/communication** with the Office of Smart Growth, as requested by either entity.

Response Due Date and Contact Information

Proposals are due on Monday, January 10, 2005.

Send five (5) copies and an electronic version (with maps if possible) to:

Adam Zellner
Executive Director
Office of Smart Growth
P.O. Box 204
Trenton, NJ 08625-0204
azellner@dca.state.nj.us

For further information contact Herman Volk, Greyfields Director, Office of Smart Growth at 609-633-7729 or hvolk@dca.state.nj.us.